

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising:

adding a category from a first set of broadcasted programs provided by a media provider to a second set of categories of broadcasted programs in response to a selecting of the category from the first set or a broadcasted program viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to at least one broadcasted program predetermined to be in the category from the first set;

determining a plurality of demographic profiles based on the second set, wherein different ones of the plurality of demographic profiles are determined by different behavior peaks indicated by the second set; and

selecting a first advertisement based on at least one of the demographic profiles.

2. (Original) The method of claim 1, further comprising:

displaying the first advertisement with an interactive programming guide.

3. (Original) The method of claim 1, further comprising:

transmitting the second set to a unit at a head end of a broadcasting system.

4. (Original) The method of claim 1, further comprising:

receiving a set of advertisements including the first advertisement.

5. (Original) The method of claim 1, further comprising:

removing a category from the second set in response to a selecting of the category from the second set or the broadcasted program viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one broadcasted program predetermined to be in the category from the second set.

6. (Previously Presented) The method of claim 1, further comprising:
verifying with a viewer the adding of the category from the first set to the second set.

7. (Currently Amended) A computer-readable medium encoded with computer executable instructions, that when executed by the computer cause a machine to perform operations comprising:

adding a category from a first set of broadcasted programs provided by a media provider to a second set of categories of broadcasted programs in response to a selecting of the category from the first set or a broadcasted program viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to at least one broadcasted program predetermined to be in the category from the first set;

determining a plurality of demographic profiles based on the second set, wherein different ones of the plurality of demographic profiles are determined by different behavior peaks indicated by the second set; and

selecting a first advertisement based on at least one of the demographic profiles.

8. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:
displaying the advertisement with an interactive programming guide.

9. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:
transmitting the second set to a unit at a head end of a broadcasting system.

10. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:
receiving a set of advertisements including the first advertisement.

11. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:
removing a category from the second set in response to a selecting of the category from

the second set or the broadcasted program viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one broadcasted program predetermined to be in the category from the second set.

12. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:
verifying with a viewer the adding of the category from the first set to the second set.

13-17 (Canceled)

18. (Previously Presented) The method of claim 1, further including adding a category from a first set of broadcasted programs provided by a media provider to a second set of categories of broadcasted programs in response to multiple selecting of the category from the first set.

19. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further include adding a category from a first set of broadcasted programs provided by a media provider to a second set of categories of broadcasted programs in response to multiple selecting of the category from the first set.